



360Innovations

We can handle all of your web design needs.

[Home](#) | [About](#)

Mistakes to Avoid When Using Web Templates

October 26th, 2008 Author: admin

In recent years, website templates have become quite affordable and have the potential to save you a lot of time and effort when you decide to create a new layout for your website. However, many people make mistakes in the process of selecting a web template and end up with something categorically different from the image they had in mind. Here are a few guidelines to help you avoid some more common mistakes.

The first mistake many people make when choosing a template is picking one that is already extremely popular. You want your website to look unique and stand out from the other cookie-cutter sites already in existence. If many people are using the template you choose, your website will not appear unique at all and your credibility as a distinctive website will be tarnished. To put it bluntly, you will appear generic just like any other person who started a website.

The whole point of using a web template is to save yourself undue time and effort. All you need to do once you choose a template is change the title and appropriate details and your work is done. Another big mistake people seem to make is customizing the template they choose beyond recognition. While that may be a good idea in the sense that you're creating a unique graphic, while you are doing that, you're defying the very purpose of using a web template — saving time and effort.

On the other side of the coin though, if a template you purchase is suitable for your needs, but some changes need to be made to suit your site's theme, then it will be worth your time to make some changes. For example, say you find a great template that suits your site on gardening but the creator has put an image of dogs in the header. You can find images of garden plants and spades to replace the dogs for your site. It is best only to make changes that will provide substantial benefit to your site.

In a number of circumstances, it comes down to people simply make the wrong choice of templates. This is completely an issue of taste, but you should be careful in selecting templates to suit your audience. Don't choose templates just because they are pretty and graphically appealing; choose them because they serve your purpose. The key is discovering the balance between beauty and substance. That difference is what distinguishes the good websites from the great.

0 Comments in content suggestions,
designing website, web templates, website
design

Five Integral Rules for Web Design

October 10th, 2008 Author: admin

In order to cultivate a professional, successful website, it is important to pay extra attention even the most insignificant detail to make sure it performs optimally and serves whatever purpose you intend it to. These are five important guidelines to follow to ensure make sure your website performs as well as you know it can.

1) Don't ever use splash pages!

This point cannot be emphasized enough. A splash page is the page you see when you first go to a website. They normally have a memorable image with words inviting you to the rest of the website with words like "welcome" or "click here to enter". They are, in fact, just that - a pretty barrier to your real website that has no real purpose. This page will alienate some users that don't want to jump through hoops to access the information on your web site. Give your users the value of your site up front and skip the splash page.

2) Use banner advertisements sparingly

With the wide proliferation of internet advertising in our daily lives, banner ads are seen as a stone-age means of generating revenue and make your website look unprofessional if used



SITE SEARCH

search

ARCHIVES

October 2008

LAST ENTRIES

[Mistakes to Avoid When Using Web Templates](#)

[Five Integral Rules for Web Design](#)

[How To Have Websites Built For You The Cheap Way](#)

META

[Log in](#)

[Comments RSS](#)

[Valid XHTML](#)

[Valid CSS](#)

incorrectly. A wiser use of that same space would be to provide valuable content to your visitors while weaving relevant affiliate links into your site. Visitors will be much more prone to buy affiliate products if they aren't feeling pressured by incessant ads urging them to do so.

3) Have clear and simple navigation menu on your site

You need to provide a straightforward navigation menu so that even the most illiterate user will know how to navigate through your site. It would be wise to stay away from complicated Flash-based menus or overly complicated dropdown menus. If your visitors aren't sure how to easily travel through your website they won't be able to utilize your site to its fullest extent.

4) Understand where your visitor is

When your guests are deeply engrossed in browsing your site, you want them to know exactly where they are on your site. Organizing your site in this manner will enable them to browse relevant information or navigate to any section of the site more easily. Most importantly, don't allow any element of confusion to exist on your site. Confusion pushes potential visitors away in droves.

5) Avoid using cheesy audio on your site

You want your visitors to stay for a while at your website. Nothing drives people away quicker than an annoying rendering of Beethoven's 9th symphony looping in the background. If you absolutely must have audio on your site, make sure the visitor has some control over it — volume or muting controls work best.

0 Comments in content suggestions,
designing website, website design

How To Have Websites Built For You The Cheap Way

October 7th, 2008 Author: admin

Normally, if you want to have professional designers custom build your site, you must be prepared to dish out at least a couple hundred dollars. This is not always the case if you know where to find the best deals for website designing and the best designs for the lowest prices. Here is a rough guide to save on design:

First, you need to understand that it is a rip off to get larger companies to design websites for you. Have you ever seen those advertisements in newspaper classified ad sections that offer a 5-page website for around \$500? These companies are brick and mortar companies with physical offices, therefore they have to increase the amount they charge in order pay off some overhead such as: office rent, designer wages, advertising costs and much more.

Typically it would be wise to find freelance designers who works from their home. These people are often working from home so they do not have a high operation cost like that of a company. Normally the quality is about the same, they will be able to design images with quality similar to those of designers from big companies.

Caution to the wise, choose your freelancer with care. The best way to do this would be to go to elance.com. At elance.com you can post the abstract of your project and get thousands of freelancers to bid on your project. Then you have the ability to choose the designer based on their experiences, past performances and ratings. The transactions go through elance.com so you can have a mediator if ever a problem should arise.

Another option you can take advantage of is to design your website yourself. If you only need 5 simple pages to present some simple information, why spend hundreds of dollars for it? Spend a little time to sit down and do it yourself. You will be able to design your own sites even if you do not know a single line of HTML code with the help of WYSIWYG (what you see is what you get) programs such as Microsoft Frontpage, Macromedia Dreamweaver. This can include downloading a free or cheap template and modifying it to meet your website design needs.

0 Comments in designing website, website
design